How Are CAHPS Surveys Administered?

Stephanie Fry
Senior Study Director
Westat
Administration of CAHPS Surveys

• Recall that AHRQ is a research and development agency
  ▪ AHRQ provides information about best survey science in surveys and administration
  ▪ Organizations requiring CAHPS surveys specify administration protocol
Sampling

• CAHPS Consortium conducts extensive testing to assess level of reliability and validity of CAHPS items and composites based on number of completed surveys

• Factors to consider when selecting sampling approach:
  ▪ Level of reporting (group level, practice level, other)
  ▪ Data use and response rate to support data use
Data Collection Modes We Have Tested

• Mail
• Telephone
• Interactive Voice Response (IVR)
• In-office distribution
• Email distribution
• Patient portal
• SMS
• In-person interviews
Modes That Currently Yield Higher Response Rates

- Mail
- Telephone
- Mixed Mode
  - Mail with Telephone follow-up
  - Email with Mail or Telephone follow-up

- Survey environment rapidly evolving; CAHPS Consortium continues extensive testing
Analysis and Reporting

• Calculation of survey composites
• Case mix adjustment
  ▪ Available SAS macro
• Reporting goals
  ▪ Quality improvement
  ▪ Public reporting
Resources

• AHRQ CAHPS Web site
  ▪ Surveys and reporting measures
  ▪ Research on survey administration & reporting
  ▪ Frequently asked questions and answers
  ▪ Searchable bibliography
  ▪ CAHPS Ambulatory Care Improvement Guide

• AHRQ CAHPS Database Web site
• TalkingQuality
• Technical assistance for users